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**Representation of Women in the Algerian TV
Advertisement**

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Dedication

With appreciation, this work is dedicated to the dearest people to my heart

My dearly loved parents

To my beloved and future husband: Mohamed Djamaa.

My sweet sisters: Amina , Khadidja, and Ghizlan

My brothers: Sid Ahmed and Ben Auda

My closest friends: Saada Ferrah , Zakia, Nadjet, Djamila, Torkia, Sarah, Warda, Boushra,
and Affef.

To all my friends and classmates who shared this experience with me and all my teachers.

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Abstract

Representations of gender in the media, particularly in advertisement, have developed and changed with time to reflect the cultural and sociological changes in society. However, female stereotypes continue to appear in some media texts. This paper focuses mainly on investigating the representation of women in the Algerian TV advertisement. To achieve this objective, three hypotheses were set; the first contends that women are represented as mothers, wives, and housewives and are attributed domestic and passive roles. The second is size related where women appear to be shorter than men. The third and last one expounds on women's depiction in the Algerian advertisements and reflects the Algerian women's realities in relation to their roles, status and freedom. In this respect, the present study relied on the image analysis and the semiotic approach of Irvig Goffman (1979). The withdrawn results confirmed that the stereotypical portrayals of women depicted by Goffman are still applied in the Algerian TV advertisements. Women are still shown shorter than men, they are still represented doing domestic and passive roles and still put in their typical social roles which are mothers, wives, and housewives. Though, there are some changes in few advertisements that represent men in a domestic role that is quite unfamiliar to the Algerian society.

Key Words: representation of gender, media, female stereotype, Algerian TV advertisement, semiotic approach of Goffman.

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General Introduction

It is commonly known that advertising is the act of calling public attention to a certain idea, good, or service throughout paid announcements. Nowadays it has gained the interest of a large number of individuals in diverse societies around the globe since they are exposed to the advertising process wherever they are. One of the most successful ways of gaining consumer's attention is the woman; by representing her in a certain form to infer the desired message in limited amount of space and time. The representation of woman in advertising has been the subject of discussion and debate for decades because of the stereotypical image given to her by media; she is either being ignored or misrepresented with biased assumptions and information in both Algerian and foreign Ads.

Various reasons were the fuel to our desire to start this work, which deals with the representation of women in TV advertisement in Algeria. Such motivation stemmed from my readings to Erving Goffman book entitled "Gender Advertisement". I came to realize that his study was completely different from the other previous research, where he focuses on visual portrayal of classic stereotypes of women.

In this spirit, the main purpose of this study is to explore women's portrayal in TV advertisements from Algerian channels. Besides, it seeks to understand the role of advertising and how it affects the culturally gendered stereotypes, and how the Algerian society portrays the image of women compared to that of men. To put it into context three research questions were raised:

1. What are the main aspects of femininity represented in the Algerian Ads?
2. How do the Algerian media portray the image of women compared to that of men in Ads?
3. Does women's portrayal in the Algerian advertisements reflect the Algerian women's reality in relation to their roles, status and freedom?

Based on the background information and after a reflection, the following hypotheses have been built up: Women are frequently shown as mothers, wives, and housewives and are displayed doing domestic and passive roles. Concurrently, women, much more than men, are shown shorter and when illustrating an instruction of some sort men are always instructing women. Women's portrayal in the Algerian advertisements reflects the Algerian women's reality in relation to their roles, status and freedom.

In order to conduct this research, two different tools of data collection were used, which are: the image analysis and semiotic approach of Goffman. The former will be used to examine 17 advertisement images which were taken from Algerian television channels (El nahar, El chourouk, and El djazairia), while the latter will be utilized in decoding the image's connotative meaning.

The present research is split into three chapters. The first chapter is devoted to the theoretical part. It investigates gender and discourse of advertising. It contains four parts that are gender and discourse, advertisement, the representation of gender in advertisement and also demonstrates how males and females are represented in advertisement. The second chapter deals with Eving Goffman Model (1979) and also contains the methodological procedures including the corpus of study, and the data collection tools. Finally, the third chapter will be dedicated for the discussion of the already-gathered data as well as the findings and the limitations.

Chapter One

LITERATURE

REVIEW

1 Introduction

Advertising is considered as the best way to communicate consumers. It helps inform the consumers about the different brands available in the market and the variety of products useful to them. This chapter is devoted to exploring gender and discourse of advertising. It comprises four parts, gender and discourse, advertisement, the representation of gender in advertisement and also to demonstrate how males and females are represented in advertisement.

2 Gender and Discourse

In the context of language and gender studies, the present study attempts to investigate the representation of gender in advertising. For this purpose critical discourse analysis approaches are very useful in explaining why gender became the main point in this field. Indeed, according to Fairclough critical discourse analysis is an area that reveals hidden and transparent social and political beliefs and values. Besides, critical discourse analysis is an interdisciplinary way to study the social context for liberating ideology, hegemony, domination, and social power.

Hence, van Dijk defines critical discourse analysis as a type of discourse analysis research that mainly examines how social power abuse, dominance and inequality constituted by text and talk and social and political context. (Mills, 1995. P 21)

The academic study of gender started in the late 1960s, before the second wave of the women's movement Jean Sunderland. To this regard, the central point of sociologists in defining gender is to distinguish its concept from the term sex. Moreover, Burn (1996) stated that psychologists generally prefer the term of gender because it contains the concept that the major differences between men and women are culturally created while the term sex indicates that the difference is always related to the biological side.

According to Lippa (2002) gender refers to those characteristics and roles of women and men that are socially constructed. It is important to know that gender and sex are two sides of one coin in which gender refers to the way a society perceives, evaluates, and

expects males and females to behave, while sex refers to the biological differences between males and females.

In other words gender is defined as a socially developed concept related to building two binary opposition parties masculinity and femininity. (Fowels,1996. P 201).as well as burke, states and good (1988) assert that femininity and masculinity or one's gender identity refers to the extent to which people see themselves as masculine or feminine given what it means to be a men or women in society. Femininity and masculinity are entrenched in social (one's gender) rather than the biological (one's sex) community members determine what being male or female means for instance dominant or passive, brave or emotional. Hence, males will typically define themselves as masculine by contact females will usually choose to be feminine. Because these are social determinations, however, it is probable for one to be female and see herself as masculine or be a male and see himself as a woman.

Besides, according to Eagly (1987) it is necessary to differentiate gender identity from other gender-related concept like gender roles that are shared prediction of behavior given one's gender for instance, the social roles expected of men and women in a particular society. Additionally, Gilligan (1982) pointed out that gender identity differs from gender attitudes that are the views of others or the gender-related attitude, such as men's thinking in terms of justice and women's in terms of care.

It is necessary to differentiate gender identity from other gender-related approaches such as gender roles that are common expectations of behavior given one's gender. For instance, gender roles might contain the investor of women's domestic roles and men's worker roles. (Eagly1987)

Gender identity is also distinct from gender stereotypes, which are mutual perspectives of personality traits generally fixed to one's gender such as instrumentality in male and expressiveness in female. (Spence. & Helmreich 1978).

3 Advertisement

Advertising is a universal phenomenon nowadays that has controlled the attention and interest of a huge number of individuals in different societies around the world. The majority of the world can best describe advertising as a way of communication designed to publicize a product, a service or an idea. Advertising is not only the perfect way for reaching people economically, but it is a way to achieve and maintain contact with people socially, culturally, politically and even psychologically. Therefore, advertising is the lifeblood of marketing.

According to Philip and Gary, A (2011, 434) “advertising is any paid form of non-personal presentation of ideas, goods, and services by an identified sponsor”. Furthermore, Philip states that “the advertising strategy consists of two major elements: creating advertising messages and selecting advertising media”. From this perspective, successful advertising is the ability to convince consumers to spend money they don’t have for something they don’t need.

On the other hand, Ogilvy D (1900,7) states that it is very important to study about the product you are going to advertise, because the more you know about it the more likely you are to come up with a big idea for selling it “if it doesn’t sell, it isn’t creative”.

Besides, the original sense of the term advertising comes from the French word “advertir” which means drawing attention, notifying or informing somebody of something (Mebarki, 2006, p12) while the history of advertizing is related to humankind development and its industrial progress. Furthermore, the necessity of printing events and products is a spontaneous spiritual tendency of merchants. Researchers said that the first steps of advertising were in ancient empires, like Egypt, Greeks, and Romans. To start with, Egyptian used papyrus to make sales messages and wall posters. In addition, Greeks used street caller who broadcast ship arrival and its cargo of goods. Moreover, The Romans did something else, for instance, they made the first touristic advertising of a tavern; in Pompeii, a stone wall said: “traveler, if you go from here to the twelve towers, the sarinus have a tavern, with this, we invite you to come in by”. Besides, a relevant media made in weight wall, where they printed edicts and laws together with promotions of gladiators, history continued and advertising has developed with the economic growth of the 17th

century when a French newspaper called “La Gazette” included the first paid to advertise in its pages and still developing until it became the blood life of marketing. In short, it’s hard to boil the history of advertising down to a few pages. It’s a tactic that is tracked back for thousands of years. No matter where people get their news and entertainment from, marketers will find them.

3.1 Gender representation in advertisement

The roots of representation lie on the theorist Stuart Hall in 1997 that was the first research conducted on media. Hall defines representation as the performance of language to represent or to say something meaningful about the world meaningfully, and argues that representation is the production of the meaning of the concept in our mind through language, he claims that “nothing meaningful exist outside of discourse” in other words in terms of meaning, people need discourse because it is the framework of understanding, interpretation and making sense of things. Hall pointed out that representation sometimes calls our characters into question we fight over them because they matter and these are challenges from which serious result can flow. They define what is normal, who belongs, and therefore, who is excluded.

Gender differences and basis have been part of the human normal lives. In this context many studies have been conducted to analyze the representational appearance of language such as politics, economics and religion.

Advertising occupies a central point with the economic association of modern society; it is not only a commercial body. Advertising concerns with attitudes, views, and values, providing them “cultural form through its signifying practices” (Sinclair, 1987. Cited in Kang, M-E 1997). Moreover, advertising as “signifying practices” makes sense to words and images.

Advertising is a social use, it does not work in a simple process. The social roles of advertising require an amount of interconnected relationships such as person and object, use and symbols, symbolism and power, and communication and satisfaction. Thus advertisement should be designed to fit the cultural expectation. Therefore, modern advertising relies on images because images are symbols that can transmit meaning just

like nonverbal symbols since the visual representation given by the media can have a strong influence on views, values, norms, and behavior. (Kang, M-E1997)

Studies on gender and advertising have been started for more than fifteen years; researchers have been interested on three major questions in decoding advertisement. First, the ‘what’, for example, what are the stereotypical ideas used to portray women and men? And the second one is the ‘why’ for instance; the cultural connotation of using stereotypes and advertising. The final one is the “now what” such as the result of stereotyping and advertising. (Stacy, L, & Yorgos, C, 2016).

3.1.1 Women’s portrayals in advertisement

The matter was considered important from the angle of morality since the forceful critique of Betty Friedan in 1960s. Betty start out to study what she named “the problem that has not name” because the depression that prevails the lives of many American Women in the beginning of Second World War. According to Freidan advertising is one of the main causes of this issue because it gives women only the chance of being super mama and wonderful wife. Therefore, the critique gives birth to feminist attacks on advertising in 1960s and 1970s when women were fighting to have their rights. Besides, another two dominant critiques of women representation in advertising were presented in the late of 1970s Erving Goffman determine that the problem is not just a sex role stereotyping, but the way advertisers presented women in defenseless and subordination such as the relative size of male and female and their relationship to each other. While, Judith Williamson goes to semiotics which is the approach of decoding advertisement and related to psychon structural linguistics and Marxism to bring to light to what she called the root of meaning of ads that presented women restricted to role of sex object or domestic drudge. (Dee, Amy-chin)

Researchers have shown the image of women in advertisement is powerless, childlike, defenseless, irrational, child producer, and little else to men. In another words, the portrayal of women in advertisement in 1960s as a mixture sex tool, wife, mother who earn perfection by being charming, cute, and beautiful for men. A woman is not characterizing as intelligent but submissive and dependent to men, and if she has a job it always plays the secondary role such as secretary or an airline hostess. (Kang, M-E, 1997)

3.1.2 Men's portrayal in advertisement

According to Tom Nakayama the advertising archetypes presented, men are self-sufficient and usually alone, when they are portrayed with other men they look ready to unleash their aggression at any moment, while when they portrayed with women they must be dominant.

Moreover, Victoria (2018) argued that men are typically portrayed dominant, independent, and often shown in work settings. She asserts that men used to advertize electronic automotive, finance, and insurance products. Besides, men are more likely than women to be smart, funny, and powerful. In addition, Victoria pointed out that when men are exposed to pictures that misrepresent women they are more tolerant of sexual harassment and interpersonal violence.

4 Conclusion

Advertisements are a huge part of our everyday lives. There are different types of advertisement everywhere; while watching television, listening to the radio, riding on the bus, even walking on the street. It seems like the whole world is flooded by advertisements. Therefore, the advertising techniques have changed and along with it, the impact they have on each individual's mind. This chapter examines data from several studies that have been conducted about gender and discourse of advertisement, the issue has grown in importance when light is shed on the representation of gender in advertisement. As a result, advertisements leads gender stereotypes and this affect the representation of both genders in many factors.

Chapter two

METHOD AND DATA ANALYSIS

5 Introduction

The 1970s was the golden age in the history of the women's right movement. For example, in 1972 Gloria Steinem's Ms, magazine was the leader of the second wave of feminism from its first steps. Besides, in 1973, Roe v. Wade was passed granting a women's right to safe and legal abortion. By 1979, many women celebrate their glory, achievement, this movement expected to end of the objectification of women, and many believed that they are near to gain gender equality.

This chapter reviews the previous researchers conducted to investigate gender in advertisement. It divided into two parts the first one deals with Erving Goffman model (1979) which focuses on the representation of male female in advertisement and their unequal relationship. Specifically Goffman (1979) formwork formulated in six categories (Relative size, The Feminine touch, Function ranking, The Family, The reutilization of subordination, and licensed withdrawal). Additionally, the second part contains the methodology, the corpus of study, data collection and the tool.

6 Goffman's study

Erving Goffman (1922.1982) was a brilliant Canadian-American sociologist considered to be the most dominant theorist of the 20th century. He developed of the symbolic interaction and the dramaturgy perspective. His most widely read works include the presentation of self in everyday life and stigma: notes the management of spoiled identity (Ashley, C, 2019)

Prior to "Gender Advertisement" according to Mary Jo Degan 2014 Erving Goffman was a well-known social theorist who spent his life observing the social behavior and investigation the dramaturgy of everyday life. His research on presentation self, sarcasm, humor, and kindness are mythical and the methodology he used to collect this data is controversial.

Goffman elaborate his signecant observation into social behavior in gender advertisement. Goffman analyzed the underling sexism in commercial advertisement. He pointed out that advertisement "depict for us not necessary how we actually behave as men

and women but how we think men and women behave” (cited in). Goffman assert that carefully posed models and carefully selected setting of advertisement create a “pseudo reality that is better than real”.

According to John P and Eric S (2012), Since goffman’s (1976) seminal work, many researcher have continued his investigation, most notably, Bellknap and Leonard (1990), Kng(1997), and Bell and Milic (2002) replicated Goffman’s observation of images in American magazines and terminated that the portrayals of gender had not changed from images found in 1976 advertisement.

6.1 Goffman model (1979)

Goffman’s technique for decoding gender behavior applies all the attitude of everyday life. He analyses over 400-advertisement focusing on anatomical features like hands, eyes, as well as gestures such as facial expressions, relative size, eye contact etc. in order to categorize his advertisement, goffman use a special coding process that organized advertisement into six categories which are as following: relative size (women portrayed smaller or shorter than man), feminine touch (women regularly touching themselves), function ranking (job-related), and family, situationalization of subordination (subordination and submissiveness), and licensed withdrawal (psychologically removed from situations). (kang, M- E, 1997)

6.1.1 Relative size

The portrayed of relative size reflects social weight like power, authority, and rank. Goffman showed that men are regularly portrayed over women, and their relative size over women in advertisement echoed the traditional belief of male authority and power over female. Goffman argued that when women are pictured taller than men, it generally when women are upper class and men is socially inferior to her. (Goffman, I, 1979)

6.1.2 Feminine touch

Goffman pointed out that the use of one’s hand reflects both utilitarian and symbolic meaning. Goffman believed that women more than men are portrayed touching objects or their body parts in unnatural way, this type of touch encourages the idea that

women are sexually available, weak, and valuable in relation to men. Goffman assert that this conveyed the societal concept that women's bodies were treated gentle and they behavior passive, while men were dominant and active. According to him women more than men are portrayed using their fingers and hands to trace softly the outlines of an object or to cradle it the surface or to affect the "just barley touching" this ceremonial touching is to differentiate from the utilitarian kind that grasps, manipulate, or holds.(Goffman, I, 1979, p29)

6.1.3 Function ranking

Function ranking conveyed when one individual is in the personality of an "executor" or principal character, while the interactive partner plays the secondary role. Goffman men assert that such pictures echoed social conceptions regarding the social importance of the person visualized and this fact take place when male and female share the same activity and women took the subordinated role. Besides, women are marginalizing repeatedly in advertisement or casting worthless roles. According to him when women and men show up together in the same advertisement, men always portrayed in a high position like (doctor and nurse). (Goffman, I, 1979, p32).

6.1.4 The Family

Goffman argued that pictures of family echoed societal ideal-types and the development of what they are known as their highest moral ideals such as social unity and love. According to him when females are portrayed engaged in traditionally male duty the women's look is condescendingly or with wonder. The family representation announce gender role for instance, the mother is generally similar to her daughter and the father similar to his son even when the father is far away from home the son is portrayed taking his place and casting the role of protectiveness. (Goffman, I, 1979, p37)

6.1.5 Reutilization of subordination

As Goffman notes, the structure of attitude can be seen in as an admission of subordination or expression of superiority in which women are repeatedly portrayed as lying down in powerless position while men look wise and ready to reply or to open an action. Moreover, female are represented expressing the role of submissiveness through

what he called “Bashful knee-bend” which mean the body and head canting. Another point worth noting is saved from seriousness, Goffman assert that men are repeatedly portrayed working seriously while women are tend to show jokey and cloning and cannot be taken seriously. (Goffman,I, 1979, p41)

6.1.6 Licensed Withdrawal

This phenomenon describes women in advertisement who tend to appear drifted and psychologically removed from social situation. Goffman assert that women more than men are represented as if they are ignoring what is happening around them. In addition, women are pictured physically or mentally removed or withdraw from the social situation. This leads women to rely on the protection of others. While, men are calm and ready to control the situation, Covering the mouth or smiling is another type of this category when dealing with uncomfortable feelings such as shyness and fear. (Goffman, I, 1979,p57)

7 Methodology

The purpose of this study is to analyze the representation of gender in advertising by applying Goffman model (1979).

This research study will investigate and identify how male and female characters are depicted in advertisement through the six classical categories of Goffman method (1979). The analysis is based on the following categories: relative size, feminine touch, function ranking, family, the ritualization of subordination and licensed withdrawal.

7.1 The corpus

The corpus of this study consists of the images in Algerian television advertisement which was taken from Algerian television channels (EL nahar, El chourouk, El djazairia). Numerous types of images were collected in order to examine weather gender stereotypes still exist in advertising or not.

7.1.1 Data collection

From a sample of (33) advertisements (23) advertisements were chosen based on Goffman six major findings. The advertisements are published in Algerian television channels.

7.1.2 The tool

The research tool of this study is the image analysis and semiotic approach of Goffman. These concepts are adopted to examine the connotative meaning of images. The advertisement coding was promoted based on Goffman study this research will follow Goffman study and focuses on visual aspects images of rather than words.

8 Conclusion

To summarize, the advertising industry spends countless hours and money developing their marketing skills and shaping the way and the place to their viewers. Additionally, advertising companies leads to genders stereotypes in the design of advertisements. Therefore, a significant body of research has examined stereotypical portrayals of male and female in advertisement. One of the most important contribution to this phenomena was created by the brilliant sociologist Erving Goffman in his work “Gender advertisement” that focuses on analysis of the visual aspects of images. Goffman concluded that women more than men are shown in entirely different light by the advertising world. Instead of being strong, powerful people in advertisement, women are usually seen in domestic role. It is very common for women in advertisement to be seen as a housewife, mother or a sampling cooking, they are put in passive role that usually makes them receive the notice from a praise of a dominant male figure.

Chapter Three

DISCUSSION AND FINDINGS

9 Introduction

Living in today's society, everywhere is filled with advertisement, commercial, public service, radio, television, etc. Almost every day we have to come with contact with these advertisements. The current study is concerned with the modern commercial advertisement in the form of Algerian television channels according to the Goffman (1979) framework that is organized in six themes: relative size, feminine touch, function ranking, the family, reutilization of subordination, and licensed withdrawal. The present chapter provides the research results which are classified based on the six phenomenons that Goffman worked on in his study.

10 Data analysis and Discussion

10.1 Replication of Goffman Model

The first part of the practical section is concerned with the replication of Goffman method "gender advertisement" 1979 to investigate whether Goffman model still exist in the modern advertisement, specifically the Algerian one.

10.1.1 Relative size

Goffman (1979) pointed out that women are repeatedly shown shorter or smaller in comparison to men. He noted that this size distinction is shaped in men-made advertisement to transmit difference in status or power in social situation. On the other hand, women can be pictured taller than men only when she is upper class in terms of social situation. According to Goffman (1979) with relative women are generally portrayed shorter or lower than men in years of birth and height.

The investigation presents similar data to Goffman's ones. The majority of the Algerian advertisement that pictured men and women are portrayed men as taller and women as shorter,



Figure (01)



Figure (2)

Figure one and two represents two famous series in Algeria the first one is blind love “Hobe Aama”, one of the most famous series in Turkish drama, it translated in Syrian dialect and displays in El Chourouk “. The second one is another famous series in Algeria called El khawa “the brothers” shown in El djazairia. These two advertisements are both portrayed couples the woman is next to men and seems to be shorter than him. As shown in the pictures these advertisement emphasizes the first category of Goffman model “relative size”.

Furthermore, relative size can not include only adult men and women but even children are considered with this issue. Therefore figure three represent advertisement of diapers for “Molfix”, this image represents children a boy and girl in the same age but the boy looks taller than the girl.



Figure(03)

The Feminine Touch

As Goffman noticed the feminine touch is when women touch a men or an object carefully and softly, he argued that “women more than men are pictured using their fingers and hands to trace the outlines of an object or to cradle it or cress it surface” p29



Figure o4

In this advertisement the woman shown with a feminine product “perfume” she is smiling, touching her hair and gently holding her dress. In addition, the next advertisement is portraying another woman holding a yogurt box carefully in order to show the best quality of the product.



Figure (05)

Additionally, the advertisement below shows a man driving his car and firmly holding the steering wheel. When comparing this picture with the advertisement above, we can easily notice the difference between men and women in the relationship to objects.

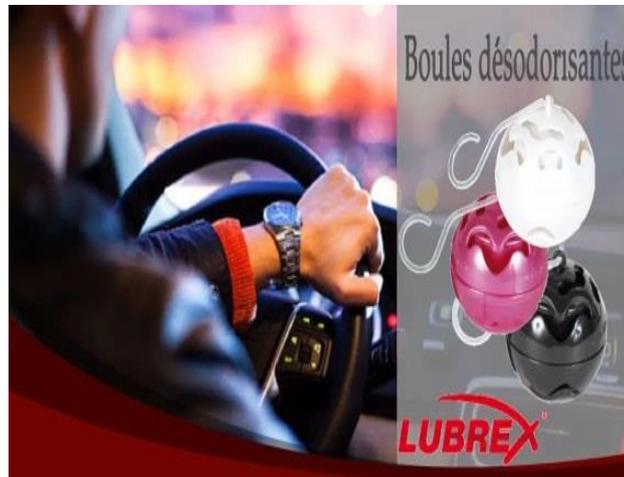


Figure (06)

10.1.2 The function ranking

According to Goffman function ranking involved types of instruction, men are generally instructing or teaching women as if they were children. Besides, when men and women are shown together in advertisements women are repeatedly appears in prestigious roles and led by men. Overall, when such advertisements were found in the Algerian Television, men are always portrayed in functional roles like teachers, scientists, or doctors while women are often appearing in domestic roles like cooking for males.



Figure 07

Figure seven represents men as a Scientist casting the principal role, on the other hand, figure eight shown a women playing domestic role and cooking meals.



Figure 08

10.1.3 The family

According to Goffman when advertisements are about family, parents are portrayed closer to their children. Besides, there is a closer relationship between parents and their

children of the same gender, father and son, mother and daughter. And in some examples men are pictured separate from the rest of family to show protection.



Figure 09

Figure 9 shows a small family, the mother is holding her daughter and the father is holding his son. Besides, the father is portrayed as the protector of the family.

Besides, the Algerian advertisements are generally giving the women the traditional role of mother. It can be represented either with her baby or with her child. The advertisements below show the women as a mother with her children.



Figure 10

figure 11

figure 12

On the other hand, family is one of the most important symbols in Alegria, that's why the importance of family is repeatedly depicted in the Algerian advertisements.



Figure 13



figure 14

10.1.4 Ritualization of subordination

According to Goffman the ritualization of subordination serves to determine females' role through body positioning techniques for instance, physical lowering, bashful knee, and smiles. Additionally, women are generally shown similarly to children in many situations when dealing with uncomfortable feelings like farness and shyness,

Figures (15, 16, 17, 18, and 19) represent women with physical lowering, smiles, and shyness and cloning.



Figure 15



Figure 16



Figure 17



Figure 18



Figure 19

10.1.5 Licensed withdrawal

Goffman pointed out that “Women more than men, it seems, are pictured engaged in involvements which remove them psychologically from the social situation at large”.

10.1.6 The figures below represent this category



Figure 20



Figure 21

Since Goffman’s study there are some patterns of gender’s pictures in the Algerian advertisements have changed like presenting man doing house cleaning with his wife, but this type of images is rarely shown because of the Algerian culture.

The following pictured represented a man helping his family in house cleaning.



Figure 22



Figure 23

10.2 Discussion of the findings

This part is devoted for discussing the data gathered through the research tools which are the image analysis and the semiotic approach of Erving Goffman to understand women's depiction in TV advertisements in Algeria.

The main purpose of the study is to examine whether women portrayals in TV advertisement have changed in the Algerian society and investigate whether the six categories defined by Goffman (1979) still are applied in advertisement pictures. The consequences of the analysis showed that the stereotypical portrayals of women depicted by Goffman are still the same in TV advertisement.

The first section of Goffman "the relative size" represents that highest number of advertisements that portrayed men and women generally showed the women shorter than the men even with children. The second category which is the function ranking that deals with men dominant in social position still exist in advertisement. In addition, feminine touch, reutilization of subordination, family, and licensed withdrawal are still depicted the same way as in Goffman model.

However, there are some few changes in the representation of men in the Algerian advertisement but it rarely shown because of the Algerian culture.

General Conclusion

It is generally accepted that women stereotypical portrayals in advertisement can have bad consequences in relation to their gender identity as well as their self-confidence. Therefore the representation of females in advertisements have earned the attention of many researchers in the past few decades

Overall, the study is an overview about the representation of male and female character in advertisement, more concisely the portrayal of women in the Algerian TV advertisement.

This piece of work focuses on showing how males and females are depicted in advertisement and illustrates the main aspect of femininity in the Algerian advertisement depending on the American theorist Erving Goffman by his traditional study of gender stereotyping in print advertisement “gender advertisement”.

Based on the research findings gender stereotypes are hard to disappear even though the world has changed. Therefore, this findings are completely support the hypotheses mentioned in the introduction section. Woman frequently is shown as mother, wife, and housewife and displayed doing domestic and passive roles. Concurrently, woman, much more than man, is shown shorter and when illustrating an instruction of some sort the man is always instructing the woman. Women’s portrayal in the Algerian advertisements reflects the Algerian women’s reality in relation to their roles, status and freedom.

To conclude, this study then is quietly important because it makes people especially women aware about the various messages the advertisement has delivered. Also it gives the readers an overall insight about the gender hidden ideological messages.

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Chapter two

METHOD AND DATA ANALYSIS